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FEB 17 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow)	Art Unit: 3622
)	
Serial No.: 09/922,201)	Examiner: Lastra
)	
Filed: August 2, 2001)	STL9-2000-0037-US1
)	
For: SYSTEM, METHOD, AND COMPUTER)	February 17, 2005
PROGRAM PRODUCT FOR SELECTIVELY)	750 B STREET, Suite 3120
DISPLAYING INTERNET ADVERTISEMENTS)	San Diego, CA 92101
)	

RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

The purpose of this amendment is simply to move certain dependent claim limitations (along with any relevant intervening claims) into the independent claims to place the application in better condition for appeal.

This amendment is in response to the final rejections in the Office Action dated February 8, 2005.

11765.AM3